

Thijs Bouman – Environmental Psychology, University of Groningen, the Netherlands

Title: A value-basis for (un)sustainable action

Current society is facing various sustainability challenges, including climate change and pandemics. Sustainable action and change is urgently needed to effectively and successfully deal with these challenges, requiring a good understanding of the drivers of (un)sustainable action. In this presentation, I will discuss how individuals' (un)sustainable actions are often rooted in their personal values, as well as the values they believe other citizens endorse. I will discuss what values individuals endorse, what values they believe others endorse, and the processes through which these values translate into (un)sustainable action. Specifically, I address common biases and the implications these may have for sustainable (in)action. Moreover, I will discuss why individuals do not always act in line with their values, and how individuals could be assisted in better realising their values. Together, these insights offer valuable perspectives for both science and practice, which theoretical and practical implications will be discussed.